Learning Conversation Notes		
Name of Partner:	Date:	
KidZone Museum	July 12, 2006	
Number of Children Served	Ages:	
(Jan-June, 2006):	<1yr: 388	
4,794 visits by children 0-5yrs	1 yr: 780	
,	2 yr: 1125	
	3 yr: 995	
	4 yr: 893	
	5 yr: 689	
When Served:	Gender: Ethnicity:	
Jan 2006-June 2006	2356- Male 4472- Caucasia	n
	2439- Female 995- Latino	
	77- African American	
	102- Asian	
	69 – Other	
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Survey Results

29 people participated in the survey

43 children 0-5yrs were captured in the survey

<1yr: 2, 1yr: 7, 2yr: 11, 3yr: 8, 4yr: 12, 5yr: 3</p>

• 6: Latino, 21: Anglo

• 22: Male, 35: Female

Conversation Participants: Carol Meagher, Brooke Landis, Kimberly Bullock, Nancy Baggett, Don Ferretti, Seana Doherty (recorder), Barbara Guenther, (facilitator)

Outcomes:

- 1. Parents are supported through connections with other families and children are reaching their appropriate developmental milestones.
- 2. New funds other than First 5 will be obtained to support KidZone activities for children 0-5.

Performance Measures:

- Demographics of the children (age, gender, ethnicity and dates attended)
- Parent Survey (measuring child's development)
- Pictures and Stories demonstrating achievement of milestones
- List of new non-First 5 funds obtained and how they are being used to support the 0-5 KidZone activities

What is this data telling us about achievement of outcomes? Demographics

Latino use is about 10% at the KidZone would like to hire two new staff to do community outreach and child development work (PT) for this reporting period which is higher than last reporting period

2 & 3 year olds continue to be the biggest user group at the KidZone would like to hire two new staff to do community outreach and child development work (PT) (this is consistent with data last period)

Number of visits for this reporting period put over-all yearly usage at a higher rate than last year

Collection of data, always a challenge, due to capacity issues at the KidZone

Survey Results

Survey Methodology: conducted 29 in-person surveys over 4 weeks, including one Spanish speaker interviewer; all interviewers were on staff and trained by the Director.

Used in-person survey method which was a new strategy from last period (last period parents completed survey in written format)

Survey sampling better this time than last time (more variety)

Took about 20 minutes to complete each in-person survey

Over-all purpose of survey is to ask parents if the KidZone is meeting their needs for child development and creating connections between each other and the community (Outcome #1)

50% of surveys represented members and 50% visitors

Question #5 (over-all KidZone rating): 28 of 29 stated excellent, 1 good (similar to last period)

Question #6 (Child development): Physical development rating not as high as expected. Comments were that space is not big enough, nothing outside to do.

This may have to do with the fact that survey was conducted during the Spring/Summer when outside play is an option. This was not an issue in the winter.

Question #9 (KidZone helping with knowledge of child development): Not surprised that number is stronger in the good, rather than great. Over all, comments from parents are that simpler, more specific statements on signs at exhibits would be more effective.

Question #12 (Parent connections): Most parents feel that they are making connections (Outcome #1)

General Comments (Survey)

In the summer, KidZone gets a lot of comments to expand outside Grandparents are using the KidZone

"Nice and clean" is a common comment that indicates that KidZone is providing a healthy environment for children

Doing a great job connecting/supporting families

Don't feel that KidZone is doing a great job serving underserved and Latino families

Survey could do a better job telling KidZone how they are serving and could be serving families

More parenting classes could be provided in the future

Over-all Comments (Non-Survey)

Parents are feeling supported and connected

Parents are giving feedback that they are learning about child development (generally high scores)

It is clear that the KidZone is a place that fosters child development, not just a place to play (a new shift)

Clear that the whole KidZone focus is more intentional in providing child development appropriate programs/exhibits and supporting parents

Commitment from the KidZone staff/Board to continue these strategies into the future, with or without First 5 funding

Of the children visiting the KidZone, obesity doesn't seem to be an issue, which may have to do with the active lifestyle of the community

More outreach is needed to tell people about the KidZone and why it is important for child development and brain development

Stories and Pictures (general, not part of survey)

Stories and pictures were shared showing children engaged in developmentally appropriate activities

See attached

Outcome #2 Comments (Sustainability)

There was a \$65,500 increase in fundraising income from last reporting period Due to new grants, fundraiser and donations

KidZone has opened a new thrift store for children which is expected to generate additional funds to assist with sustainability

In what ways will we apply what we have learned from our data?

Administration of survey: staff will work on Question #6 to give parents specific examples around areas of child development and solicit comments from parents around their child's growth in these areas

Helpful to have all signage in the KidZone translated into Spanish (right now only some are translated)—KidZone will continue to work on this

Comments from parents have pointed to the need to include child development information in newsletters and increase the amount of parenting classes More outreach is needed (especially underserved and Latino populations) about how KidZone promotes brain/child development---some activities are already planned to meet this need (Fiesta)

In-person survey method provided more complete survey results and should be continued as a strategy for collecting parent survey data in the future

Other points that were made during the conversation

KidZone would like to hire two new staff to do community outreach and child development work (PT)

Next Steps:

Use First Five Demographic Tool to record data beginning July 1, 2006 Make learning visible throughout the KidZone through photos and simple messages about key child development milestones

Link photo examples in LC to child development milestones

Next Learning Conversation: January 17, 2007: 1-4pm